



INDIAN
EXPRESS
GROUP

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India
CRN



STARTUP Summit

BE PART OF THE

NEXT BIG THING!

#STARTUPSUMMIT

22

SEPTEMBER
2023

BENGALURU



W E L C O M E T O



WHERE
INNOVATION
MEETS
OPPORTUNITY!



INDIA'S

THRIVING STARTUP ECOSYSTEM:

India's startup ecosystem is thriving with over 50,000 startups and counting. India is now the third-largest startup ecosystem in the world, after the United States and China, with enormous potential for growth fueled by a young and dynamic population that is hungry for innovation and entrepreneurship.





INNOVATIVE USE OF TECHNOLOGY

From fintech to edtech, Indian startups have been at the forefront of leveraging technology to solve real-world problems and create value for their customers.



EXPLORING EMERGING TECHNOLOGIES

Indian unicorns are leading the way in leveraging emerging technologies such as AI, cloud computing, IoT, and blockchain to create new products and services, improve customer experience, and enhance operational efficiency.



ADVANTAGES OF STARTUPS

Startups and unicorns use technology differently compared to traditional firms. By prioritizing innovation, leveraging big data and advanced analytics, rapidly scaling through cloud computing, focusing on user experience, and adopting disruptive technologies, startups and unicorns gain a competitive advantage and create new markets.

IT SPEND AND VALUATION

The Indian startup ecosystem is expected to reach a valuation of \$1 trillion by 2025, with a significant portion of this growth being driven by investments in technology. The potential IT spend of the Indian startup community is significant, presenting a huge opportunity for technology OEMs and service providers.

\$1 trillion

2025



The background of the image is a dark blue, almost black, surface. A human finger is visible on the right side, touching a small, glowing white square. From this point of contact, a complex network of bright blue, glowing lines radiates outwards, resembling a circuit board or a digital network. The lines are of varying thickness and brightness, creating a sense of depth and connectivity. The overall aesthetic is high-tech and futuristic.

SPONSORSHIP BENEFITS

Sponsoring Startup Summit is a unique opportunity for companies to showcase their brand, products, and services to a highly engaged and influential audience. Connect with entrepreneurs, investors, and industry experts from India's thriving startup ecosystem. Build partnerships and collaborate for growth.

ORGANISERS

Startup Summit is brought to you by Express Computer and CRN, two well-respected and trusted names in the world of technology media. Their involvement in the event ensures that the summit is well-organized, informative, and enjoyable for all participants. By partnering with these established brands, attendees can be confident that the event will deliver on its promises and provide a valuable experience. Express Computer and CRN have a track record of providing high-quality content and events, making them the perfect partners for Startup Summit.



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JOIN THE EXCITING JOURNEY

Don't miss this unique opportunity to be part of the exciting journey of the Indian startup ecosystem. Join us at Startup Summit and be a part of India's journey towards innovation and entrepreneurship!





100+

TOTAL
ATTENDEES

WHO WILL ATTEND

- **Entrepreneurs:** Attend to showcase their startup, network with investors, and gain industry insights.
- **Investors:** Attend to discover new investment opportunities and connect with promising startups.
- **Industry Experts:** Attend to share their knowledge and experience with other attendees and provide guidance to startups.
- **Technology Vendors:** Attend to showcase their products and services to potential customers and partners.
- **Business Leaders:** Attend to learn about emerging trends in the startup ecosystem and identify potential opportunities for their organizations.
- **Government Officials:** Attend to show support for the startup ecosystem and learn about initiatives that can help to promote innovation and entrepreneurship.
- **Accelerator Program Representatives:** Attend to identify promising startups and offer mentorship and resources to help them grow.
- **Incubator Program representatives:** Attend to connect with entrepreneurs and provide them with resources to help them launch and grow their startups.
- **Researchers and Academics:** Attend to share their research and insights on emerging technologies and trends in the startup ecosystem.
- **Non-Profit Organizations:** Attend to show support for the startup ecosystem and offer resources and guidance to entrepreneurs who are making a positive impact on society.

HIGHLIGHTS



Gain insights from keynote speeches and talks delivered by industry leaders and successful entrepreneurs.



Participate in panels and discussions on various topics related to startups, such as funding, **marketing**, and scaling, to learn from experts in the field.



Showcase your products and services and compete with other startups in pitch competitions.



Connect with potential investors, mentors, and other startup founders during dedicated networking sessions.



Attend workshops and training sessions to develop your skills in critical areas such as product development and team building.



Explore new technologies and innovative ideas in the startup ecosystem through exhibits and demonstrations.



Celebrate the achievements of outstanding startups and entrepreneurs with awards and prizes.

SPONSOR STARTUP SUMMIT:

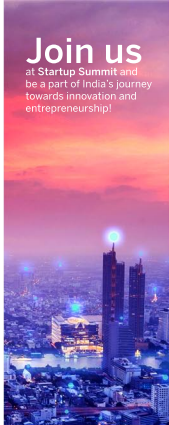
- Showcase your brand to a highly engaged and influential audience
Connect with industry experts
- Build relationships that can help your business grow Position your brand as a thought leader and innovator in your industry
- Gain insights into emerging trends and opportunities in the market Develop partnerships with startups and unicorns
- Expand your customer base Support innovation and entrepreneurship in the region and make a positive impact on the local economy

Startup Summit is the perfect opportunity to promote your company's value proposition, connect with the right audience, and position your brand as a thought leader in the industry. By gaining insights into the market through networking and engagement, you can identify emerging trends and develop products and services that meet the evolving needs of your customers.

You will have the chance to build relationships with entrepreneurs, investors, and industry experts from India's thriving startup ecosystem and collaborate with startups and unicorns to expand your customer base. Most importantly, by sponsoring the event, you will contribute to the growth of the Indian startup ecosystem and **support** innovation and entrepreneurship in the region.

Join us

at Startup Summit and
be a part of India's journey
towards innovation and
entrepreneurship!



ORGANISERS



Express Computer

As the world of technology in India continues to rapidly evolve, finding a way to reach a highly engaged audience of decision-makers, influencers, and technology enthusiasts can be a daunting task. Yet, Express Computer offers a unique solution that can help you navigate this challenge and connect with the right people.

With a legacy spanning over three decades of serving the technology community, Express Computer is a trusted and established brand. Our comprehensive coverage of the IT landscape, in-depth analysis, and insightful editorials, and digital services have garnered a loyal following among CIOs, CTOs, IT professionals, and business leaders alike.

Partnering with Express Computer opens the door to tap into our vast network and showcase your products and services to a highly targeted audience. We offer customized sponsorship packages tailored to meet your specific goals and objectives, whether you seek to boost brand awareness, generate leads, or establish your brand as a thought leader.

Do not let this opportunity pass you by. Take the first step towards building a successful partnership with Express Computer today and connect with the most influential voices in the Indian IT industry. Contact us now to learn more about our sponsorship and advertising opportunities.

A full-page background image showing a view of Earth from space. The horizon of the Earth is visible, with a bright blue glow from the sun. The sun is a large, bright white-yellow sphere at the top center, with rays of light extending downwards. The sky is a deep blue, filled with numerous small white stars. The Earth's surface is visible below the horizon, showing clouds and landmasses in shades of brown and green.

SPONSORSHIP CATEGORIES

PRESENTING PARTNER

Main Deliverables:

- Status as Presenting Partner. The logo template will be ' _____ [Your Logo] PRESENTS Startup Summit [Logo]
- One presentation slot of 30 minutes
- Participation as Panelist in one panel discussion of your choice
- One 18 sq m booth space
- Complete database of all delegates / attendees

Additional Deliverables:

- Corporate AV of 2 minutes duration will be played during the conference
- Brand presence [Logo] as Presenting Partner in all the event related communication
- Brand presence [Logo] as Presenting Partner at the event venue [Backdrop, table tent cards, and branding across the event venue]
- Podium Branding as Presenting Partner
- Brand presence [Logo] on the event website [<https://startupsummit.expresscomputer.in>]
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

**INVESTMENT FOR
PRESENTING PARTNER :
INR 15,00,000**

PLATINUM PARTNER

Main Deliverables:

- Status as Platinum Partner
- One presentation slot of 20 minutes
- Participation as Panelist in one panel discussion of your choice
- One 12 sq m booth space
- Complete database of all delegates / attendees

Additional Deliverables:

- Brand presence [Logo] as Platinum Partner in all event related communication
- Brand presence [Logo] as Platinum Partner at the event venue [Backdrop, table tent cards and branding across the event venue]
- Brand presence [Logo] on the event website [<https://startupsummit.expresscomputer.in>]
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

**INVESTMENT FOR
PLATINUM PARTNER :
INR 12,00,000**

GOLD PARTNER

Main Deliverables:

- Status as Gold Partner
- One presentation slot of 20 minutes
- One 9 sq m booth space
- Complete Database of all delegates / attendees

Additional Deliverables:

- Brand presence [Logo] as Gold Partner in all event related communication
- Brand presence [Logo] as Gold Partner at the event venue [Backdrop, table tent cards, and branding across the event venue]
- Brand presence [Logo] on the event website [<https://startupsummit.expresscomputer.in>]
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

INVESTMENT FOR
GOLD PARTNER :
INR 10,00,000

SILVER PARTNER

Main Deliverables:

- Status as Silver Partner
- One presentation slot of 10 minutes
- One 9 sq m booth space
- Complete Database of all delegates / attendees

Additional Deliverables:

- Brand presence [Logo] as Silver Partner in all event related communication
- Brand presence [Logo] as Silver Partner at the event venue [Backdrop, table tent cards, and branding across the event venue]
- Brand presence [Logo] on the event website [<https://startupsummit.expresscomputer.in>]
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

INVESTMENT FOR
SILVER PARTNER :
INR 6,00,000

TECHNOLOGY SHOWCASE [TABLE SPACE]

Deliverables:

- Table space with backdrop branding / logo
- Complete Database of all delegates / attendees
- Brand presence [Logo] as Partner in all the event related communication
- Brand presence [Logo] as Partner at the event venue [Backdrop, table tent cards, and branding across the event venue]
- Brand presence [Logo] on the event website [<https://startupsummit.expresscomputer.in>]
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

INVESTMENT FOR
TECHNOLOGY SHOWCASE
[ETABLE SPACE] :
INR 3,00,000

AWARDS PRESENTING PARTNER



Main Deliverables:

- Status as Presenting Partner. The logo template will be ' _____ [Your Logo] PRESENTS Awards 2023 [Logo]
- 5 minute welcome note before the Award ceremony
- Branding on Award Trophies
- Sponsor MD/CEO to give away 3 Awards under any Category of your choice
- **Sponsor MD/CEO entitled to Panelist slot in any one Panel Discussion**
- Four slots of 15 seconds each to feature product AV/advertisement during the event
- Complete database of all delegates / attendees
- Banner Ads (five months) on <https://startupsummit.expresscomputer.in>
- Group photo with all the award winners.

Additional Deliverables:

- **Brand presence [Logo] as Awards Presenting Partner** in all the event related communication
- Brand presence [Logo] as Presenting Partner at the Award Hall Venue [backdrop, table tent cards]
- Exclusive Podium Branding as Presenting Partner
- Brand presence [Logo] on the event website
- Social Media promotions & branding through the social media handles of LinkedIn, Twitter, Facebook & Instagram

INVESTMENT FOR
AWARDS PRESENTING
PARTNER:
INR 15,00,000

ADDITIONAL SPONSORSHIP OPTIONS :

- DELEGATE KIT SPONSOR INR 5,00,000 (1 SLOT)
- LANYARD & BADGE SPONSOR INR 4,00,000 (1 SLOT)
- CORPORATE GIFT/ PEN SPONSOR INR 3,00,000 (2 SLOTS)
- ENTERTAINMENT SPONSOR INR 5,00,000 (1 SLOT)

TERMS & CONDITIONS

- 50% of the payable amount, on confirmation against our Performa Invoice
- Balance 50% of the payable amount, a week before the event
- Payment to be made in favour of "The Indian Express (P) Limited"
- Taxes as per Government regulations will be applicable on all the payable amounts against Sponsorships availed

CONTACT US



India
CRN

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